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SPECIAL TABLES PREPARED IN CONNECTION WITH REPORT ON LABELING SURVEY

Consumer Standards Project
Consumers' Counsel Division
Agricultural Adjustment Administration
United States Department of Agriculture
February 17, 1939

Table I - Blankets: Respondents classified according to preference expressed for each item

			Consumers	mers Log)				Retailers (total 96)	96)	00 00		2	(total, 12)	turers	
T tem	Number of		respondents	ots	Number of respondents:	Number	of r	respondents	00 00	Number of respondents	Number	참			Number of respondents
	••	00	••		sexpressing :	00	••		1	expressing :	••		••		expressing
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Ther content: per-	• ••	• ••		• ••	•		•••		00 1	***		** *	•• •		
cent of each fiber: by weight Binding material	103 184	14	200	0 M	972	38	200	13.5	00	* # #	11 7	0.7	00	00	нн
How it is made 1/: Size: length; width	395	力で	N	0	~	± †8	0	0	, !	o o.	=======================================	i	0	0	0
Weight (ounces per : square yerd) : 1	4 4 5	150	83	99	28	919	88	17	ณณ	11 7	≯ o	00	₽H.	00	MO
What it will do Breaking strength Warmth	202	107	8%	14	20	33.6	85	क्र	<u>~</u> 51	7,7	NN	Ma	MO	0.7	#m
Color permanence: To washing To light To drycleaning	本新 於	136	L'SHE	m20	ቷዬዬ	25.2%	ひれめ	188	ONH	900%	בבש	H00	Han	010	omm
How to care for it Drycleaning instructions Tashing instructions Storage directions	8.25 K	1200	ሕ心ፚ	らって	ភ ដឥ	784	8%7	크~리	コルラ	υ π σ	200	NOH	# # # # # # # # # # # # # # # # # # #	000	MOH
Sponsor Name and address	275	99	12	-	47	27	7	10	0	St.	#	r-t	0	-	9
1/ Annaremtly many of the respondents interpreted this question	respon	dents i	nterpre	ted thi		to mean "m	ore inf	wore information	on size	than now	appears o	on labels	IS."H		

1/ Apparently many of the

"s" indicates most important items.
"b" less important but desirable items.

"c" undesirable or unnecessary items.
"d" items which must await agreement on standard tests.

Table la-Blankets: Frequency with which each item was designated as of primary importance, stated for the respective classes

Item	mark: tota	er of responding item as	"a" in	Percenter respondenter item "a"	ts marking in total of
	428 : Consumers;	96 : Retailers:	12 Manu- facturers	,	96 Retailers
What it is made of	:	:		:	:
Fiber content: percent of each fiber by weight Binding material	403 184	85 32	11 7	94.2 43.0	88•5 33 •3
How it is made Size: Length: width 1/	395	84	11	92.3	87.5
Weight (ounces per square yard) Total weight	151 199	16 42	4 9	35·3 46·5	16.7 : 43.8
What it will do	:			•	:
Breaking strength Warmth	251 277	16 23	2	58.6 64.7	16.7 24.0
Color permanence: To washing To light To drycleaning	354 243 233	63 33 38	8 4 4	82•7 56•8 54•4	65.6 34.4 39.6
How to care for it Drycleaning instructions Washing instructions Storage directions	230 361 235	45 80 34	: 3 : 12 : 6	53•7 84•3 54•9	46.9 83.3 35.4
Sponsor: Name and address	275	27	<u>.</u> 14	64.3	28.1

Apparently

1//many of the respondents interpreted this question to mean "more information on size than now appears on labels".

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Table II - Mattresses: Respondents classified according to preference expressed for each item

											1			1			-
			Cons	<u>w</u>				Retailers			• •		Men	Manuracturers	rers		
	Mumbon	-	Tognondenta	1. 420	Mumbon of		Mumber of	respondents	dents	. Mumber of	00	Number	100	respondents	Jents	. Number of	of.
Item			item		respondents			marking 1 tem	-	: respondents:	ents:	I	rkir	marking item		:respondents	lents
		••			expressing:			••		: expressing	ing :	X				expressing.	ling
	œ	۰۰ ۰۰	0		oreference	ø	Ω		e .	: no no : preference	nce :	æ	۵	0	0	preference	nce
110 set 4 to mode of				·							0	1					
Filling: Fiber content											• ••						
Total weight	322 :	63 :	30 :	O.S	7	: 47	: 14	00	0	: 13	••	4	Н	03	0	-	
Per cent of each by weight :	: 300 :	27 :	22	10	586	. 44	. 12	6	0	: 17	**	വ	-		0	٦,	
Grade	: 334 :	56 :	12 :	2	21	: 43	: 18	00	г.	: 17	**	Ω	0	03	0		
Innerspring unit:	••	••	**	**			••	••	**		**						
Number and size of coils :	: 378 :	28	9	-	15	: 21	122	4		: 12	••		4,	ο ξ ι	0 0	⊣ •	
Shape of coil	: 233 :	125 :	35 :	ທ	325	: 12	. 12	: 37	el :	& :	**	- 1	1		0 0		
How encased	: 306 :	8	17 :	4	TZ.	. 23	88	12	οι .	: 17	**	α ·	ເກີເ	 	N2 (-1 F	
Pad: Fiber content :	: 313 :	. 89	17:	to.	27	4	# :	: 13	٦.	: 17	••	4 0	900) l	o 0	-i -	
Thickness	: 876 :	101	222	Н	88	: 21	13	: 56	-	: 21	••	25	0	Ω	0	-	
Covering:	••					••					••			t			
Type of fabric	: 370 :	£3	9	-	00	 	17 ::			27	• • •	4	>	3		4	
Fiber content; per cent				1	i						••	-	c	U			
of each by weight	: 203 :	141	3	n ,	8 E	42	CT .	3 5		2 5	•• •		٦ -	0 (٠.	
Tarns per inch	194	133	99	4 .	37	2 2		4 8		eT :		0 0	4 -	0 4		1 =	
Weight	: 155	129	73	0		3 :	2 2	22		67		3 -	10	+ 4	0		
Per cent of sizing	: 246 :	112	32	4	75	2				20		4					
How it is made	260	:	16	-	44		0.		60	. 17	• •	4	0	-	0		
Type of martress	000	1	,	4						i • ••						•••	
7	477		α	C	11	. 46	4	. 13		18		9	0	-	0		
This bross	315	61	15	0	22	. 21	11 :	32	0	: 18	••	Н	0	9 :	0	r-1	
Ton bed	319	54	253	4	88	. 29	6	98	0	: 18	••	03	0		0		
Total watcht	265	94	8	0	682	30	. 18	: 14		: 19	**	4	٦	63	0	٠.	
Turts: Number	808	135	49	03	33	: 15	: 15	3	0	. 22	••	0	0		0	٠٠	
Method of festening	262	103	33	63	88	: 18	. 18	. 26	0	. 20	••	02	0	ω	0		
Edge finish	230	134	37	D	22	. 32	: 21	: 10	0	3,5	••	3	7		0		
10000						••	**	••	**	••	**			**	40	••	
What it will do	**				44	**	**		••		**				••		
Compressibility:	8.0	**	**		40	••	**		**		**	(
recoverability	: 309	. 76	12	7	. 80°	. 24		233	9	a	••	0	o 	Ω	N	 	_
Color permanence of covering::			**	,	••	••	40		**		••	,					
To light		: 147	: 42	di i	:	: 19	**	200		318		4 -		* -	2 0		
To perspiration		: 124	: 47	0	38	13	••					-1 -) r	# 10	2 0		
Breaking strength of covering:		120	5° :	10	\$?		or F	8 8	d4 r	3 5		4 0	4 0) (d			10
Finish of covering	130	149	: 47	9	80	. 14	77	2	4	ž.		>					,
Conformity to state and	••					**											-
federal bedding laws	: 321	: 27	13	ຄ	32	: 26				A					•		
	••	**	**		••	••	••	••	••	••	**			••			
How to care for it	••	64			**		**	44	**	••				•• •		•• •	
Special instructions for	**	**	60	**	••	••	••			•• •						. 4	
turning, sunning, siring,	••					••						L					_
cleaning	305	88	2	n	12				-i			3		4	•		4
TO BOOM							••	••	**	**	••			••	••	••	7
Name and address	: 272	: 58	80	03	. 88	: 23	: 7	: 10	0	: 42	03	9	0	0	0		OZ
1/ Apparently many of the respondent	603	interpreted		this question	to mean "more		information	on stze	than I	ow appears	s on la	on labels.					
							-	-									

"a" indicates most important items
"b" less important but desirable items
"c" " undesirable or unnecessary items
"d" items which must await agreement on standard tests

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			~		
	Number	of respo	ndents :	Percenta	age of
	markin	g items a	s "a" in	respondent	ts marking
Item	total			The same of the sa	in tötal of-
	<u>L</u> 128 :	82	:8 Manu-	428	82
	:Consumers:	Retailers	:facturers:	Consumers	: Retailers
What it is made of			:	;	
Filling: Fiber content			:	== :	CO 7
Total weight	322	47	: 4 :	75.2	57.3
Percent of each by weight	300	44	5 5	70.1	53.7
Grade	334	43	: 5	78.0	52.4
Interspring unit:	: :		: ;	00.7	62.2
Number and size of coils	378	51	: 1 :	88.3	
Shape of coil	233	12	1 :	54.4	14.6 28.0
How encased	306	23	2	71.5	
Pad: Fiber content	313	40	: 4	73.1	48.8
Thickness	276	21	. 2	64.5	25.6
Covering:	: :		: ,	04.1	6z 1.
Type of fabric	370	52	: 4	: 86.4	63.4
Fiber content; percent of	:	-1	:	107	20. 7
each by weight	230	24	: 1	47.4	29.3
Yarns per inch	194	13	: 0	: 45.3	: 15.9
Weight	155	20	: 2	36.2	: 24.4
Percent of sizing	: 5/16	13	: 1	• 57.5	: 15.9
How it is made	: 1,111		:	• 0/ 0	: 61.6
Type of mattress	368	53	: 4	: 86.0	: 64.6
Size: 1/	:		:	. 00.7	: 56 3
Length: width	378	46	: 6	: 88.3	: 56.1
Thickness	: 315	21	: 1	: 73.6	25.6
For bed of what size	: 319	29	: 5	: 74.5	: 35.4
Total weight	265	30	: 4	: 61.9	36.6
Tufts: Number	209	15	: 0	: 48.8	: 18.3 : 22.0
Method of fastening	262	. 18	: 2	: 61.2	
Edge finish	: 230	32	: 3	: 53.7	: 39.0
What it will do	:	:	:		:
Compressability;	;	:	:	. 70.0	29.3
recoverability	: 309	: 24	: 0	: 72.2	27.7
Color permanence of covering	5:	:	:	: 49.1	23.2
To light	: 210	: 19	: 1	: 49.8	23.2
To perspiration	: 213	: 19	: 1	: 52.6	8.5
Breaking strength of coveri	ing 225	: 7	: 1	: 44.4	17.1
Finish of covering	: 190	: 14		:	: -1
Conformity to state and	753	: =6	: : 7	: 82.0	68.3
federal bedding laws	: 351	: 56	: /		
How to care for it	:	:		:	•
Special instructions for	:	:		:	
turning, sunning, airing,	: 700	: 48	: 5	: 70.6	58.5
cleaning	: 302	: 40		:	
Sponsor:	: 070	: 23	: 6	: 63.6	28.0
Name and address	: 272	: -)			

^{1/} Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels".

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Respondents classified according to preference expressed for each item Table III - Cotton sheets:

			Congimera	27.0	•			Retailers	ers	
	• •		total.	427)	4.0			(total,	95)	
	Number	of r	espondents	•••	Number of:	Number	₽ O	respondent	Ø	Number of
} -+		アドカカ	item :	• •	respondents:	ı	marking	item -	İ	:respondents
Team T		0 ••	••	62	expressing:	••	••	••	••	expressing.
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	}	• • •	••	10. *	: preference :	••	••	••	2	preference
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	302	45 :	21:	×.	26	·· ‡	22 :	16 :	·· O	13
# 10 % C 4% OF	378 :	99	21:		22 :	53	33	 07	•• O	ט נ
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o L L L L	: 346 :	53 :	9	 N	 2	34:	25:	٠٠ ال	٠٠.	ý Q
Special finishes	: 229 :	139:	27:	2	30	16	33	34	** ·	7 OX
Permanence	: 278 :	: 66	17	W.	30	61	 82	55	N	4.5
Type of selvage or other	**	- 1/1/L),(•• •	72	٠. د	70		γ. • •	LC
special construction		‡	0+	v ••	CC	1	7	• *•]	• ••	
What it will do		• ••	• ••			••	••	••	٠٠	Ĺ
Breaking strength	: 319 :	 75.	91	·· †	H (t.	** * 7 F	45	 .	ΩΑ
Shrinkage	358	43	~	·· ·) 	£	 - - -	· · ·	• ••	+
		• ••	• ••	• ••		•••	**	**	••	
Name and address	. 275	: 09	9	2 :	17,8	30	00	12	•• •	144
	••	••	••	••				•		

Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels." 1

[&]quot;a" indicates most important items.

[&]quot;b" less important but desirable items.

[&]quot;c" undesirable or unnecessary items.

[&]quot;d" items which must await agreement on standard tests.

Table IIIa- Cotton Sheets: Frequency with which each item was designated as of primary importance, stated for the respective classes 1/

Item	marking in tota	of respond item as " l of - : 95 :Retailers	a" :1 Manu-	Percent: respondent: item "a" i: 427: Consumers:	s marking n total of -
How it is made		:	:	:	
Type of sheet Size (finished): length; width 1/ For bed of what size Torn or cut Hem width Finished weight Yarns per inch Sizing Special finishes	: 368 : 407 : 302 : 318 : 148 : 222 : 307 : 346 : 229	: 78 : 78 : 83 : 144 : 53 : 141 : 344 : 16	: 1 : 1 : 0 : 0 : 0 : 0 : 0		14.7 13.7 43.2 35.8 16.8
Permanence Type of selvage or other special construction	: 278 : 200	: 19 : 21	: 0	: 65.1 : 46.8	20.0 : : 22.1
What it will do Breaking strength Shrinkage	: : : 319 : 358	: : 21 ₄ : 43	: : : : : :	: : 74.7 : 83.8	25•3 : 45•3
Sponsor Name and address	: : 275	: : 30 :	: : : :	64.4	: : 31.6 :

^{1/} Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels".

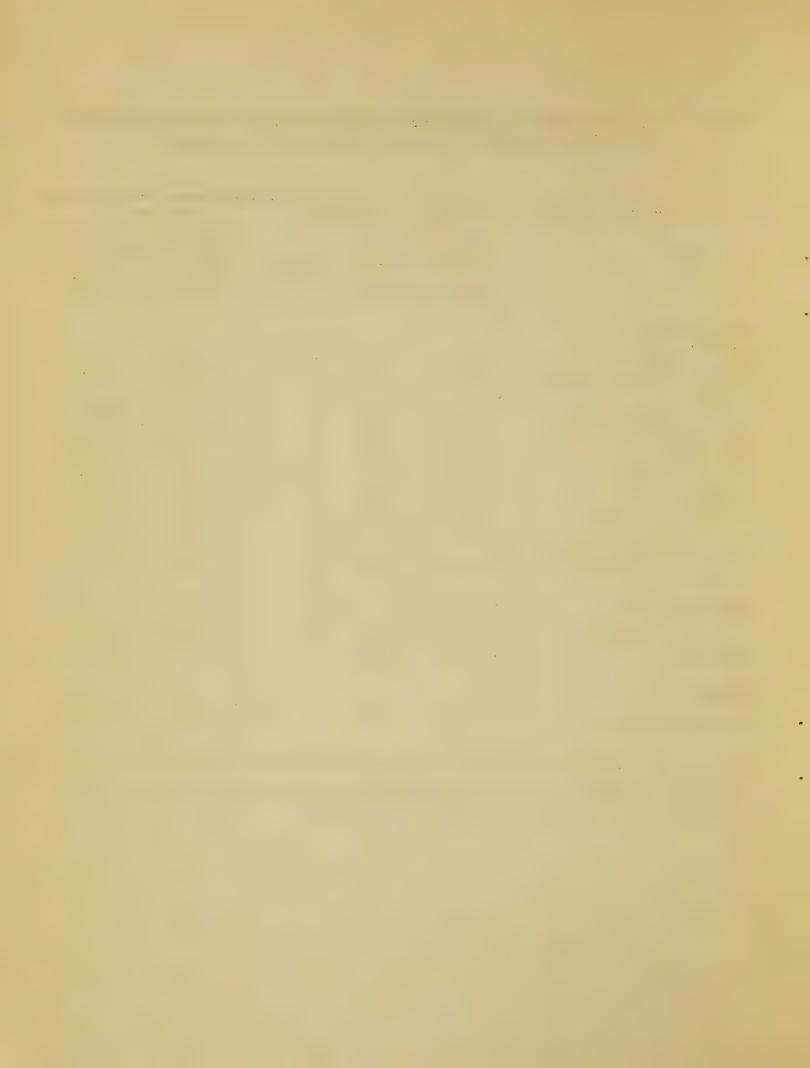


Table IV - Terry towels: Respondents classified according to preference expressed for each item

Number of response of the marking it is made of	respondents c d c d ly3 3 ly3 6 ly3 6 ly3 6 ly3 6 ly3 6 ly3 6 ly3 7 ly3 8 ly3 7 ly3 8 ly3 6 ly3 7 ly3 8 ly3 7 ly3 8 ly3 6 ly3 6 ly3 6 ly3 6 ly3 6 ly3 7 ly3 8 ly3 7 ly3 12 ly3 12 ly3 12 ly3 10 ly4 17	Number of respondents expressing no preference 13 34 35 26 26 35 26 35 42 42 42 42 42 42 42 42 42 42 42 42 42	Mumber 15 76 18 15 10 10 10 10 10 10 10 10 10 10 10 10 10	10 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	respondents respondents respondents 1	0 0 1 2 0 1 1 2 0 1 1 2 1 2 1 2 1 2 1 2	Number of respondents expressing no preference 2 3 10 10 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9
Sponsor Name and address 61	H	68	25	00	5	0	#

[&]quot;d" items which must a wait agreement on standard tests. Apparently many of the respondents interpreted this question to mean "more information on size than now "C" undesirable or unnecessary items. appears on labels."
"a" indicates most important items
"b" less important but desirable items. 1/

The second secon

and the second
Table IVa-Terry towels: Frequency with which each item was designated as of primary importance, stated for the respective classes 1/

I tem	Number of r marking it		Percenta respondents item "a" in	marking
	Consumers	Retailers	428 Consumers	86 Retailers
What it is made of				
Fiber content	362	48	84.6	55.8
How it is made				
Size <u>2</u> /	386	76	90.2	88.4
Yarns per inch: Ground warp Pile warp Filling Weight Loops per square inch Selvage Ply of yarns: Ground warp Pile warp (loops)	245 252 215 258 266	7 8 6 15 10 20 6	60.5 57.2 58.9 50.2 60.3 62.1 42.5 42.5	8.1 9.3 7.0 17.4 11.6 23.3
Filling What it will do		: 5 : :	¥3.5	5•8 :
Breaking strength Shrinkage Water absorption after washing Color permanence	: 291 : 310	15 34 47 74	71.0 68.0 72.4 82.2	17.4 39.5 54.7 86.0
Sponsor Name and address	: : 268 A	25 :	: : 62.6 :	29.1

^{1/} No replies received from manufacturers.

^{2/} Apparently many of the respondents interpreted this question to mean "more information on sizes than now appears on labels."

			Consumers	rs 427)	••••			Retailers (total, 73)		
ì	Number	of	1 7 1	n m	Number of respondents:	Number	er of remarking	espondent item -	02	Number of respondents
ltem	•	0 ••	••	CX	expressing:	••		•• •	•• •	expressing no
	ਜ਼ ਹੋ	 გ	 .	d :	no preference	ದೆ	Ω	2	rot.	proforence
		• •	••	••		••	••	••	••	
What it is made or		• ••	••	••		1		۰۰ ۰	·· ·	L
Kind	204	119	 U 09	 o o	77	2	· ··	27:	, m	22,
Carbon content Chromium or other alloy	220	121	:: % /	*** 	±,°°	2 H H		120	··	57
Hardness Waterial of handle	300	10	12.	- cı	35	36		 ⇒	 o	<u></u>
		•	• ••	**			* **	**	••	ř
How it is made Wethod of manufacture	402	119:	** • •	m	37	27	•• ••	 80 H		<u>)</u> †
Maximum thickness of blade:	68	167	107	ال ا	62	· ·	000	35	•• • ;;	2 2
Near point	· あ・・	156 :	107 :	، تر ف	15	→ 0		27	դ rc	2 2
Back of blade	72	172	115 105	4 K			0101	32.	7	21
1/8 inch from cutting odge	141	138	56	· ··	200		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 2 2 3 4 5 6 7 8 9 9 1 1 1 2 2 2 3 4 4 5 6 7 8 9 9 1 1 1 2 2 2 3 4 4 5 6 7 8 8 9 9 1 1 1 1 1 1 1 1 1 2 2 2 3 4 4 4 4 5 6 6 7 8 <td>67</td> <td>00</td> <td>22</td>	67	00	22
Snape Length of blade	\$ 208	115	55	m (77	31	 DK	ر ت ت	 O!	□ F
Method of fastening handle to blade	335) _†	·· ··	N	<u>+</u>		• •• H	• • • ·	••	
What it will do	102	77	 	•• ••	20	35	1, t, t	10	0	1,4
Characteristics of handle	• ••	-)		`	, ,	** (** **		50
Recommended use	: 254	101 :	33 :-	·· ·· O	39	···	رد س	·· ·· ·	 -i	Ť
Sponsor	561	525	75.	 H	98	. 16	5	10:	0	42
Name and address		•	**			••		••	••	

[&]quot;a" indicates most important items.
"b" less important but desirable items.
"c" undesirable or unnecessary items.
"d" items which must await agreement on standard tests.

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Table Va-Kitchen knives: Frequency with which each item was designated as of primary importance, stated for the respective classes

Item	: Number of marking i	respondents tem as "a"	responde	ntage of ents marking in total of
	Consumers	:Retailers	: 427 :Consumers	73 Retailers
What it is made of				
Metal: Kind Carbon content Chromium or other alloy Hardness Material of handle	402 169 220 273 304	53 7 13 12	9 ⁴ ·1 39·6 51·5 63·9 71·2	72.6 9.6 17.8 16.4 49.3
How it is made	- 1.		lim a	77.0
Method of manufacture Maximum thickness of blade: At handle	20 ¹ 4	27 5 4	20.8	37.0 6.8
Near point	94 73 88	2 6	22.0 17.1 20.6	5.5 2.7 8.2
ShapeLength of blade	141 208	11 31	33.0 48.7	15.1 42.5
Method of fastening handle to blade	335	214	78.5	32.9
What it will do				
Characteristics of handle	301	35	70.5	47.9
Recommended use	254	38	59.5	52.1
Sponsor Name and address	261	16	61.1	21.9

^{1/} No replies received from manufacturers.

Table VI - Window Shades: Respondents classified according to preference expressed for each item

		80	Consumer (Total 4	rs 428)			器色	Retailers (Total 78	rs 78)	••••		N	Manufacturers (Total 8)	turer 8)	1
, ga 60 0	Num	Number of respondents	r of responde	ndents	respondents:	Numbe	of	pon		Number of respondents:	Number of mark	a spent	respondents	1	: Number of respondents
	ಹ		0	-	expressing no	ಹ	م		7	expressing :	e0	م.	0	ಶ	expressing no
		ľ			preference	•		1		preference	ľ	·	1		preference
What it is made of Shade material: Fiber content	103	9	m	0	Q	55	9		H	60	9	0	0	0	۵
How it is made Shade material: Finished size	398	72	~g	٦ ٢	CI K	25,	901	~ %	 H.	%) CT	90	011	06	00	N N
Kind of finish	319	18	, E	าณ	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	27	洁	સ	ณ	13	m	0	/W	0	N.
finish	356	33	~	N	ま	31	16	 †!	ณ	15	W	Н.	ผ	0	N .
Roller: Size /1 Length of spring: Metal used in cap:	z g g	67 120 172	%% %	# mm	%ଅଟ	815	21822	NATE.	れるで	7,60	400	000	0 0	000	ุณญญ
What it will do Shade meterial: Breaking strength Resistance to	7/2	66	27	o	87	4	72	× × × ×	<u> </u>	0		0	Ŋ	0	O.
cracking and pinholing Water repellency	384 369	775	mo	~w	17	22%	. 17	₩	ΩH	12	91	οrv	00	00	ผผ
color permanence to sunlight	103	7	Н	Н	16	35	00	м 		11		N	0	0	8
How to care for it Special directions for washing or clean- ing	386	**	m	н	Or	23	13		Н	°°°°°°°°°°°°°°°°°°°°°°°°°°°°°°°°°°°°°°	<i>*</i>	<i>F</i> -1		0	a
Sponsor: Name and address	767	1 9	6	Н	8	13	16	18	M	80	p=1	N	ml	0	#
	•														

/I Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels."

[&]quot;a" indicates most important items.
"b" less important but desirable items.
"c" undesirable or unnecessary items.
"d" items which must await agreement on standard tests.

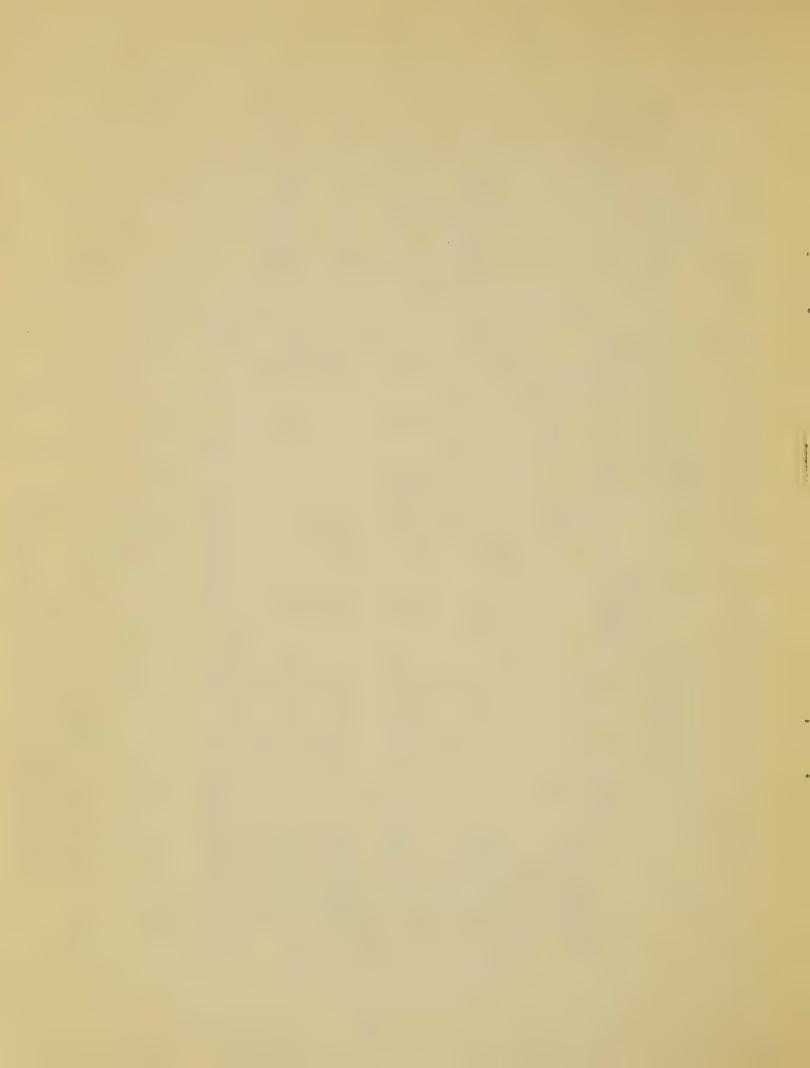


Table VIa-Window shades: Frequency with which each item was designated as of primary importance, stated for the respective classes

Item	marking in a	of respon g item as total of	"a"	Percent respondering item total	nts mark- "a" in l of
	428 Con- sumers	78 Re- tailers	8 Manu- facturers	428 Con- sumers	78 Re- tailers
What it is made of					
Shade material: Fiber content	¥03	55 • 55	6	94.2	70.5
How it is made	:	•	:	6 6 0	:
Shade material: Finished size 1/ Yarns per inch Kind of finish Permanency of finish	: 319	56 7 27 31	6 0 3 3	93.0 43.7 74.5 83.2	71.8 9.0 34.6 39.7
Roller: Size Length of spring Metal used in cap	: 240	; 36 ; 11 ; 5	: 0 : 0	71.5 56.1 31.3	46.2 14.1 6.4
What it will do	:	:	: :	:	:
Shade material: Breaking strength	: : 274	: 11	: 1	64.0	: 14.1
Resistance to cracking and pinholing Water repellency Color permanence to sunlight	: 369	; 36 ; 51 ; 55	6 1 4	: 89.7 : 86.2 : 94.2	: 46.2 : 65.4 : 70.5
How to care for it	:	; ;	:	*	:
Special directions for washing or cleaning	: : 386	: : 55	: : 14	: : 90.2	: 70.5
Sponsor	5 5 6	•	:	*	•
Name and address	267	: 13	: 1	: 62.4	: 16.7

^{1/} Apparently many of the respondents interpreted this question to mean "more information on sizes than now appears on labels."

Table VII - Men's hosiery: Respondents classified according to preference expressed for each item

	۰۰ و	JE	Consumers (Total, 429	h29)				(Total,	Hetailers Total, 89)				Wanutacturers (Total, 12)	cturer 1, 12)	
Item	Numbe	r of resmarking	Number of respondents marking item -	len ts	. Number of respondents:	Number of mark	1 7	respondents	dents m -	Number of respondents	Numb	Number of remmerating	respondents	dents n -	: Number of respondents
	a	ء		77	expressing	a	ع	c	יכ	expressing:	a	ع,	c	ייכ	expressing
	3	2)	3	: oreference	5	,		3	preference	5			,	preference
What it is made of								**	••	••		••	••	••	••
Fiber content of: Body	391	150	7	r-i	16	63	19	#		N.	10	r-1		0	0
Heel and toe	380	ನ	9	г.	12	17	ਨੋ	7	m		m	0	~	0	0
How it is made	ਹੈ ਹੈਰ ਵ	150	<i>ت</i>	C		£.		۰. ۰۰		ι ς	σ	c.	p-	C	c
Construction	662	78	18	·	33	18	28	27	m	12	0	m	001	0) p=1
noedles Courses ner inch	151	3	76	 MM		40	1,2%	222	· · · ·		00	mc] 08	00	
If silk, number of) [7 1) - -	9 8		•••	- p		1			1 r
inreads in body Reinforcements	287	150	\$ Q	-10		23	387	28	~ «·		พณ	20	ο <i>π</i>		-10
What it will do	996	07		0		Ç						c	6	e	
bursing strength or body Shrinkage	358	780	0 80		70	334	ಇನೆ	5 2	- rU	70) H	<i>u n</i>	 0 TU	⊣ N	-1 NI
Color permanence To washing	396	16	0	. 0	17	[17	77	α 	·· ··	#	٨	** **	٥.	0
To perspiration	361	33	_	N	56	36	15	8	<u></u>	F-1	. 01	\cu	10		00
How to care for it Special washing directions	333	57	₹ ::	0	 5	ī	17	13	~	9	#	<i>⇒</i>	α 	r-l	,
Spongor							••			••••					
Name and address	256	<u>G</u>	음 :	ا ا	. 93	വ	9	ನ 		35	0	٦.	٥.		## ·

^{1/} Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels." "c" undesirable or unnecessary items "d" items which must await agreement on standard tests. "a" indicates most important items.
"b" less important but desirable items

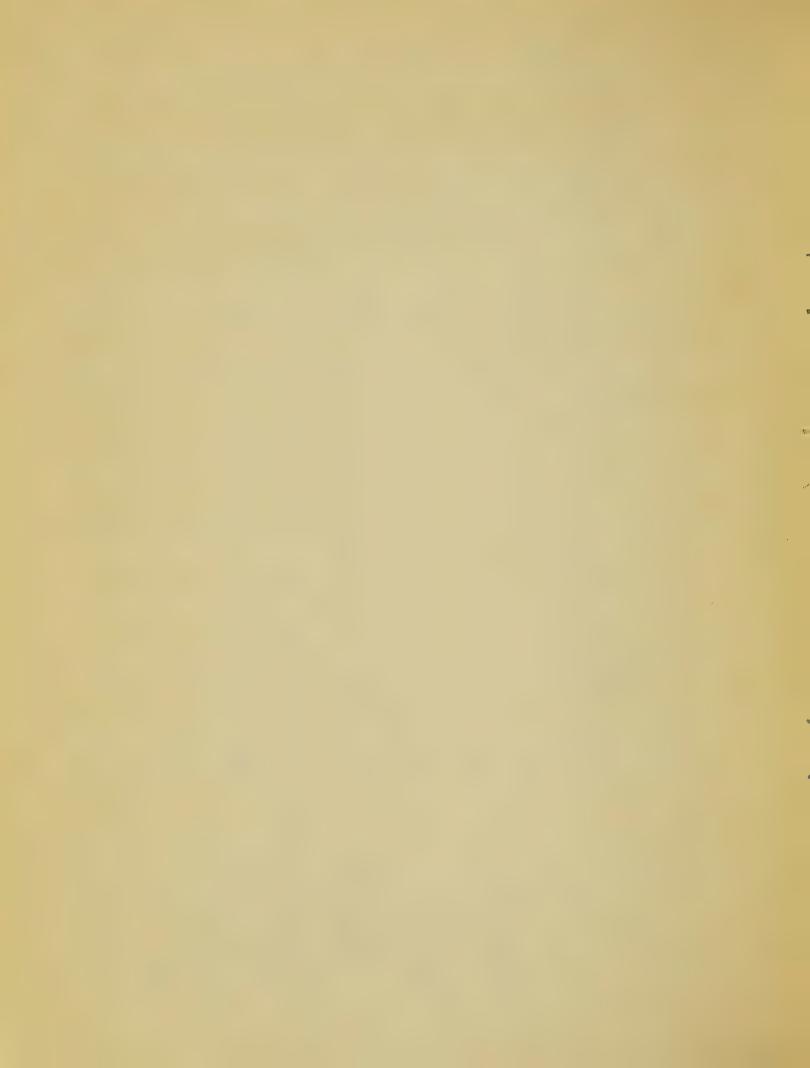


Table VIIa- Men's hosiery: Frequency with which each item was designated as of Primary importance, stated for the respective classes

				1	0
	: Numbe	er of response	ondents	: Percents	age or
			as "a" -	responden	ts marking
Item		total of			in total of-
	: 429	: 89	:12 Manu-	: 429	89
	:Consumers	:Retailers	:facturers	:Consumers	:Retailers
	:		:	•	•
What it is made of	:	•	:	•	:
	*	•	:	•	•
Fiber content of:	:	:	:	:	
Body	: 391	: 63	: 10	: 91.1	: 70.8
Heel and toe	: 380	: 51	: 3	: 88.6	: 57.3
	:	:	:	•	•
How it is made	:	:	:	:	:
Size 1/	: 404	: 80	: 9	: 94.2	: 89.9
Construction	5.55	: 18	: 1	: 69.7	: 20.2
Total number of needles:		: 4	: 0	: 30.5	: 4.5
Courses per inch	: 123	: 2	: 0	: 28.7	: 2.2
If silk, number of		•	•	•	:
threads in body	: 220	: 14	2	: 51.3	: 15.7
Reinforcements	: 287	: 23	: 2	66.9	25.8
Reinforcements	: 201	·	• -	. 00.7	•
TEN 1	•	•	•	•	•
What it will do		•	•	•	•
	: 266		•	: 62.0	: 10.1
Bursting strength of body		: 9	: 0		
Shrinkage	: 358	: 33	: 1	: 83.4	: 37.1
Color permanence:		:	:	;	
To washing	: 396	: 51	: 4	• //	: 57.3
To perspiration	: 361	: 36	: 2	: 84.1	: 40.4
	:	•	•	:	:
How to care for it	:	:	:	:	:
	*	s ♦	*	:	:
Special washing directions	: 333	: 51	: 4	: 77.6	• 57 • 3
	:	:	:	:	:
Sponsor	•	:	•	:	:
onathaneous-ordens		:	:	:	:
Name and address	: 266	: 22	: 2	: 62.0	: 24.7
	:	:	*	:	:

Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels."

. . .

Table VIII - Men's shirts: Respondents classified according to preference expressed for each item

			Consumers	ers	••	-		Retailers	ırs	0.0		Man	Manufacturers	rers	
			(Total,	127	••			Total,	93)				rotal,	- 1	
	Number of	١٣.	sponde	ndents :	Number of	Number	of	respondents	0.0	Number of :	Number	of	respondents		respondents
Item	8	arking	item		respondents		marking			espondents:		· ·	- 1		expressing
wo 80	 ಪ	۰۰ ۰۰	 ເບ	 V	no no	ඟ	م.	ပ	ن ب	: Ou	eri O	م	υ	ල	ou
93	lan	••	••	**	preference:			••		preference:	• •	••	**		preference
What it is made of	, ,	,			í		i.	8	l	t			c	,	C
Fiber content	356	27t	··· ·	00	† ₹	200	17	80°	v.	ю к	 :	 v C	· ••	- - -	0.0
Varie of Iabric	ر رار درار	, X Q	o H		+ C	77	17	10		780	· ••	· ••	1 m		0
Weight	· · ·	 24.	 ₹	ر د	 	9	197	 E	11	11		 !	٠. ا لت	C	0(
Sizing	317	58	16:		27	86	91	 ∄ ŧ	 ਹ	<u>ه</u>	00	00	гО и	00	o c
Special finishes	 8 8	77 :	17:	w	30	9	19	× ••	N	†T	V))	^ ••	- *•)
Kind	217	120 :	148 :	 N	72	18	19:	F. ::	0	H		0	 ⊅.	0	0
Grade	195 :	125:	58:	ιυ, 	08	77	18	£.	 	99	00	e- (≄ u	00	00
Number	93	134:	147:	9	<u>.</u>	5	× × × × × × × × × × × × × × × × × × ×	Х У	N	7	 D))	Ω))	
How it is made			• ••		••		•••	• ••	• ••	•••			**		
Size	• ••		• •		***		0.0	**	••	••		••	**	••	
Collar	: 368 :	50		0	17	18	N N	 ⊅.	0	6	w.	0	٠. در ا	0	0 (
Sleeve	: 387 :	10	٠٠ ط	0	23	13	<u></u>	 	0	0		0 -	···	0	00
Chest	325 :	17	 80 H		878	22	₹ C	37	 H r	on c	00	·	+ =	00	o c
Length Number of stitches ner inch	2 25	₹.	 0 0 %	 v.⊐	N N	្នុក	10	0,00	4 W	10		4 N	, w) C	00
Reinforcements	 유	112	33	· ··	(武	0)K	·-		10		·· α	m.	0	0
	•••		•• •			**		•• •	•• •	•••	•• •		** *		
What it will do	265	₹	8	80	35	_		55	6	11	7	0	 #	0	0
Abrasion test	: 19th ::	123 :	14 14	12:	20	9	: 10:	56		12 :	0		0	0	0
Color permanence:	••	••	••	••	1	••			••			•	••	1	,
To similght	351	53:	Wr	00	₹ 7.5	747	 	25	00		H 0	00	n c	 	C
To washing	٠. ا ا ا ا ا	177	-1 LC) C	10	3	38	28) H	0	اسم ل	هم ل) N	4	0
Shrinkage or stretchage:		,	` ••)	ī								**		
Collar	: 375 :	201	ux	0	22	19:	80 00	11:		91	M	0	01	00	00
Sleeve	322	£.	סק	0 -	25	2=		ე8		- 80	-1		Uн) C) C
Chest Lepeth		26	 	- N	115	2,2	187	183	· • ·	0.80		10	\t	0	0
***		••	•• •	•• •		•• •	•• •	•••	•• •			•••			
Weshing and ironome		•	•• ••	•							•••				
directions if any special				••			••	**							
care or precautions are	••	**		(i.	7		(r		
necessary	: 347	÷		 O	R	ζο	12	×	⊣	o	4))	⊣	>	
Sponsor			• ••	••											
Name and address	: 292 :	57 :	00		08 08	₹ :	12	18	-i	33	r-I	~! 	- -	0	∾
1/ Annarently many of the respondents interpre	ondents	inter	preted	this	question to	mean	"more	information	ŧ .	on size than	Mou	appears	on labels	oels."	

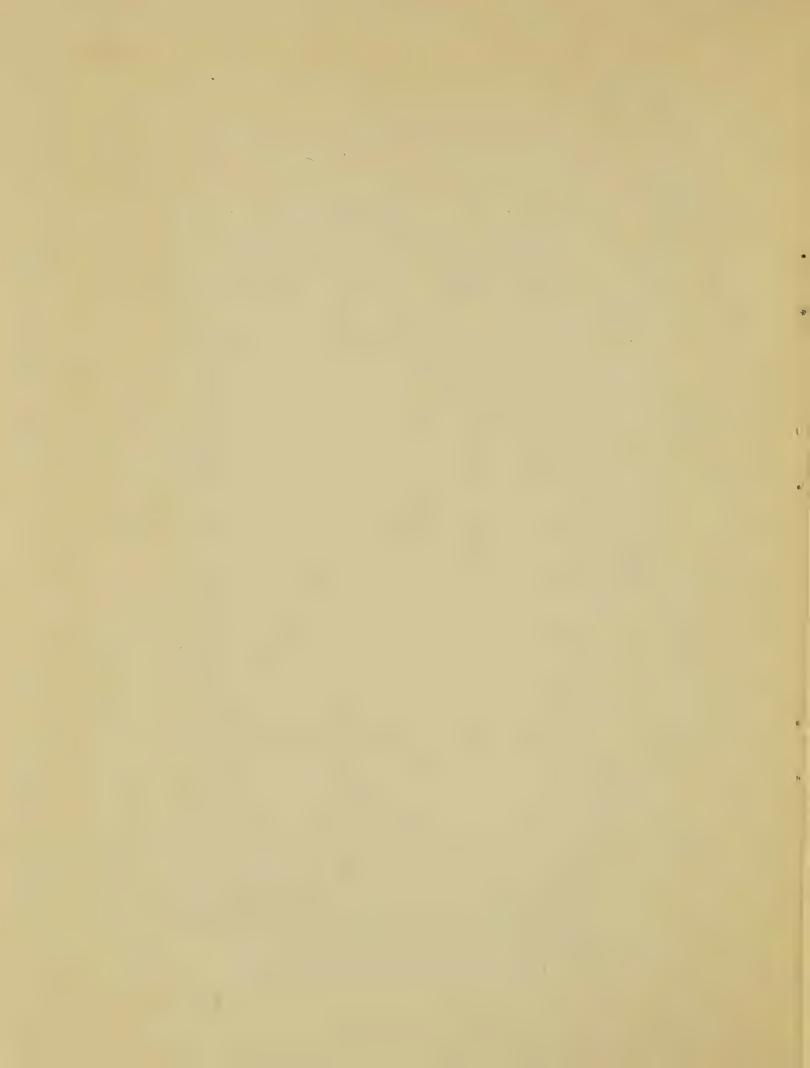
1/ Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels."

"a" indicates most important items.

"b" indicates undesirable or unnecessary items.

"b" indicates less important but desirable items.

ü



	· Number	r of respon	ndents	: Percent	age of
	: marki:	ng items as	s "a"	:respondent	s marking
Item	in to	tal of -		:item "a" i	n total of-
	T AND DESCRIPTION AND DESCRIPT	93	5 Manu-	421 :	93
	:Consumers	:Retallers	racturers	:Consumers:	Recallers
What it is made of		•	# *	: :	
Fiber content	: 356	: 36	: 0	: 84.6 :	38 . 7
Name of fabric	: 323	: 59 : 14	: 4:	: 76.7 : 57.7 :	63.4 15.1
Yarns per inch Weight	: 243 : 154	: 14	: 0	36.6	/ -
Sizing				75.3	
Special finishes	2 - 1	: 30	: 2	: 69.8 :	= 0 =
Buttons:	:	:	:	: :	20 1
Kind	: 217	: 18	: 1	: 51.5 :	
Grade	: 195	: 14:	: 0	: 46.3 : : 22.1 :	15•1 9•7
Number	93	; ;	:	:	7•1
How it is made		:	•	: :	
Size: <u>1</u> /	•	•	*	: :	
Collar	• • 398	: 78	· 3	: 94.5 :	83.9
Sleeve	: 387	: 73	: 2	: 91.9 :	1
Chest	: 325	: 22	: 0	: 77.2 :	
Length	: 331	: 18	; 0	: 78.6 :	19.4
Number of stitches per inch	: 146 : 240	: 4: 9	: 0	: 34•7 : 57•0 :	4•3 9•7
Reinforcements	: 240	• 7	:	:)/•0 :	7 • !
What it will do	:	:	:	:	
Breaking strength	: 265	: 7	: 1	: 62.9 :	7•5
Abrasion tests	: 194	: 6	: 0	: 46.1 :	6.5
Color permanence: To sunlight	: 361	47	: : 1	85.7	50.5
To washing	: 382	: 68	: 2	: 90.7 :	bear and aid
To perspiration	: 365	: 40	: 1	: 86.7 :	1
Shrinkage or stretchage:	:	:	* "	:	7 0 0
Collar	: 373	: 67	: 3 : 1	: 88.6 : 83.1 :	72.0 57.0
Sleeve Chest	: 350 : 301	: 53 : 34	: 1	: 71.5	36.6
Length	: 299	: 30	: 1	: 71.0	32 •3
20200 022	:	:	:	:	
How to care for it	:	•	:	:	
Washing and ironing	:	:	:	:	
directions if any special	:	:	:	:	
care or precautions are	: : 347	: 63	: 4	82.4	67.7
necessary	:	:	:	:	01•1
Sponsor	:	:	:	1	
Name and address	: 267	: 24	: 1	: 63.4	25.8

^{1/} Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels".

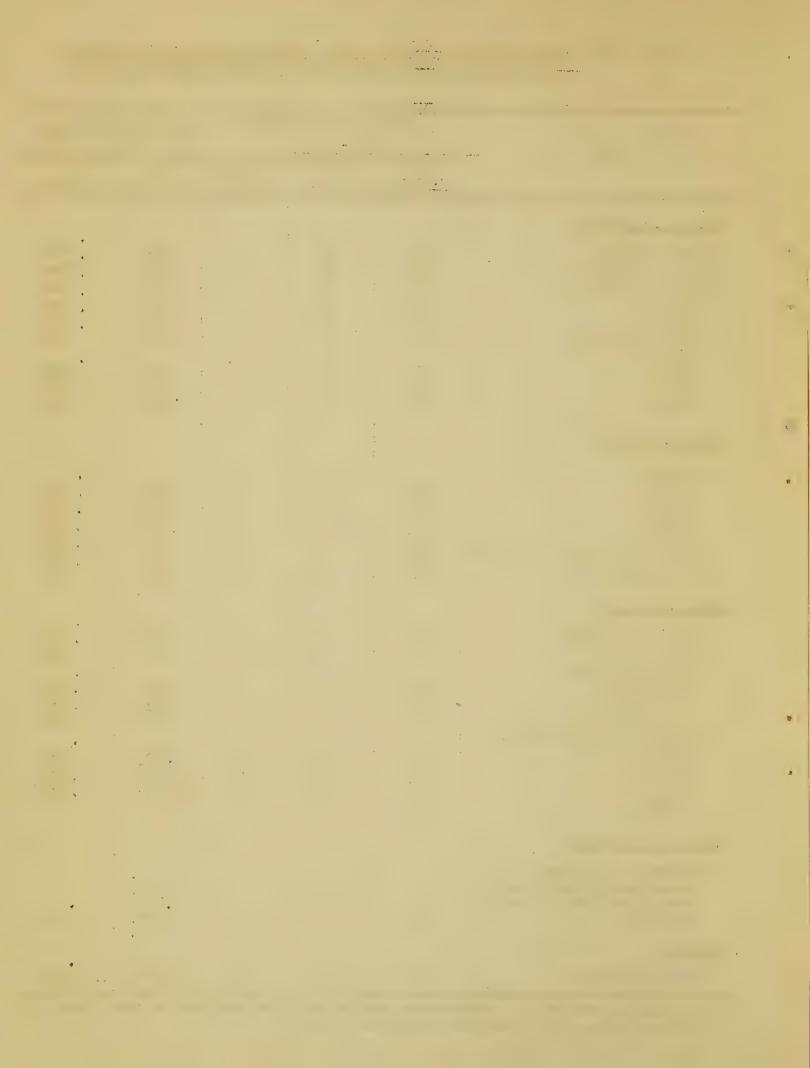


Table IX - Moven piece goods: Respondents classified according to preference expressed for each item

			Consu (Total,	Consumers otal, 422				Retailers (Total, 92)	lers, 92)				Manufa (To	Manufacturers (Total, 21	rs 21)	•• •• ••
Item	Quan.N	er of marki	Number of respondents marking item -	idents	Number of respondents:	Number of		respondents	••	Number of :	Number of		respondents	lents	respondents	, v
	**				: expressing:	-			*=	expressing:					expressing	50
	ದೆ	٥	υ • ••	ਰ 	: no :	ಹ	 Ф	υ	ਾਰ	no : preference:			O	ರ	no preference	 Ø
							• • •	• •• ••	•• ••	•••••		•				
weight of each fiber	787	15		α 	07	:. †	ر ا		ري د	9	16 :	w	0	0	cu	•• ••
Now it is made Name of fabric	371	36				99	16:		0	ري. 	15:	W	0	0	m	** **
Width (finished) Yards per inch	377	% % %	 m3		25	우리	₩ ₩	일 않	 H 9	···	 မှ ဝ	 44	0 01	-	4 9	•• ••
Weight Finishing materials	301:	 記	35	10 M	34	% C	17	 	٠	٥٠.		wc	% 0	N=	100 T	
Weighting or sizing	350	KR=	189	· · · ·	-00°	282	 181		· · · · · ·		uma	· ·· ·	V 00 L	tmo	004	
Permanence	352	30	· · · ·	• • •	32	红	56	पे ळ	um.	구임	 ว ณ	1.0	^a	νm	o# O	• ••
What it will do Breaking strength	569	93	56	06	56	13	19	17	9	13 ::	0	ى 	6	М	≉	
Shrinkage or stretchage Resistance to yarn slippage	255	22,88	* ; ;		18 :	 22,03	# KG	.	رم ₁ ر	٠	91	·	4~	J C.	7 17	•• ••
Color permanence: To sunlight	397				13	70 :	 []	7	0		10 :	 	W	S	≉	•• ••
lo washing and/or dry cleaning	399	99	ω <u>(</u>	00	17	177	5 05		00	יייי	 []	ωı	 H	r-1 i	ι υ,	•• ••
To crocking To perspiration	366	<u>メ</u> の	<u> </u>		100	U80	96	39	א וע	-ru	00 00	~w	 	~m	و و	•• ••
How to care for it Instructions for washing or			• •• •• •	• •• •• •	• •• ••			• •• •• •		• •• •• «						•• •• ••
for spot removal	377	33		H	60	72	15	0	0	س س	15:	 	∾	0	0	•• •• •
Recommended uses	253	105	56	α · · · ·	36	म्ट	35	22	r1	10	w	κ	10	٦.	#	
Sponsor Name and address	258	63	10	2	89	7,1	19	†2	0	35	2	N	9	0	10	• •• ••

"a" indicates most important items
"b" less important but desirable items
"c" undesirable or unnecessary items
"d" items which must await agreement on standard tests



Table IXa- Woven piece goods: Frequency with which each item was designated as of primary importance, stated for the respective classes

	Number	of respon	dents	Percentag	ge of
	 Mambor markir 	ng items as	"a" in	respondents	
Ttem Ttem		il of -		item "a" in	total of-
	1,22	92	:21 Manu-		92
	:Consumers:	Retailers	:facturers	Consumers	Retailers
	: :				
What it is made of	•		•		
Kind and percentage by	:		:		00.1
weight of each fiber	: 387 :	74	: 16	91.7	80.4
How it is made	: :	//	: 7 = :	97.0	71.7
Name of fabric	: 371 :	66	15 12	87 • 9 89 • 3	53.3
Width (finished)	: 377 :		. 12	63.5	15.2
Yarns per inch	: 268 : : 168 :	0	• 0	39.8	8.7
Weight	•	00	. 2	73•7	21.7
Finishing materials	: 311 : : 346 :	00	: 3	82.0	30.4
Weighting or sizing		70	. 6	79•1	42.4
Special finishes	: 354 : : 352 :	L3	. 2	83.4	L6.7
Permanence What it will do	• 776	i huifu J	•		, , ,
Breaking strength	269	13	. 0	63.7	14.1
Shrinkage or stretchage	: 375	56	. 6	88.9	60.9
Resistance to yarn slippage		22	. 1	60.4	23.9
Color Permanence:	:		· :		
To sunlight	: 397	70	: 10	94.1	76.1
To washing and/or dry	:		:	•	
cleaning	: 399	. 77	: 11	94.5	83.7
To crocking	: 346 :	55	: 8	82.0	59.8
To perspiration	: 366	: 58	: 8	86.7	63.0
How to care for it	:		:	•	
Instructions for washing or	:		:	•	
cleaning, for ironing, for	1	:	:	: 00.7	70 7
spot removal	: 377	72	: 15	89·3 60·0	78.3 26.1
Recommended uses	: 253	24	: 3	: 00.0	20 • 1
	:		:	•	
Sponsor Name and address	258	14	· • 3	61.1	15.2
Name and address	•		•	•	

			• • • •		
		• •		en e	
	·			• • • • • •	
•					

Table X - Women's hosiery: Respondents classified according to preference expressed for each item

Them	of respondents of respondents 21	Number of respondents no no preference 29 29 20 20 20 20 20 20 20 20 20 20 20 20 20	A Number of ranking a b a b a b a b a b a b a b a b a b a	cespond espond e	ents: Number of respondents d: respondents d: preference preference 0: 5 1: 6 3: 4 1: 5 1: 5 0: 6 1: 5		Number of mark of the second o	total er of respond marking item b c 1 0 0 3 4 4 3 4 4 1 3 3 6 3 3	d d d d d	Number of sexpressing no
Number of	tal and and and	Number of respondents no no preference 29 20 20 20 20 20 20 20 20 20 20 20 20 20	Number of markin s. b b	c spond 11 18 19 19 19 19 19 19 19 19 19 19 19 19 19			Number of mark and ma	of responding the sponding of		Number of respondents aryressing no
# B	1 del 440004 4K	respondents expressing no 29 29 20 20 20 20 20 20 20 20	a a b b c c c c c c c c c c c c c c c c	20 20 11 19 19 19 19 19 19 19 19 19 19 19 19	040 4040		1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	o 1100 1100 1100 1100 1100 1100 1100 11		sxpressing no
a 396 370 378		preference 8 29 21 21 20 20 20 20 20 20 20 20 20 20 20 20	** ** ** ** ** ** ** ** ** ** ** ** **	• 6 6 8 8 8 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9	010 1010	8 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0		0 044 40000		expressing no preference 22 22 22 22 22 22 22 22 22 22 22 22 22
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How to care for it	10: 2:	24	33 : 32	 20	••	• •		3 : 8	 	4
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namaling, etc.	13 : I		. 82	133	H	••	4:	4 . 4	0	4
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this question to mean more information on size than now appears on labels".

"C"undesirable or unnecessary items
"d" items which must await agreement on standard tests. "a" indicates most important items.
"b" less important but desirable items.

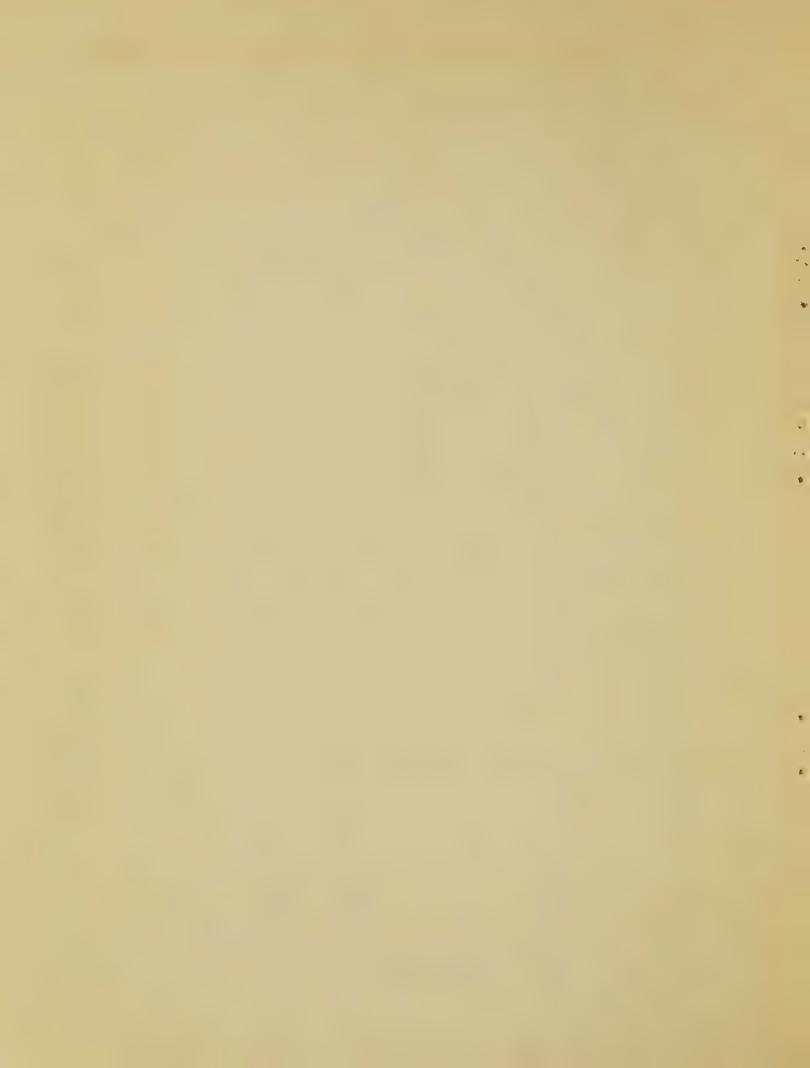


Table Xa- Women's hosiery: Frequency with which each item was designated as of primary importance, stated for the respective classes

		of respond		: Percents	
m.		g items as	"a"	:respondent	s marking
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	: 431	103	:16 Manu-	: 431 :Consumers	Potoilors
	: Oonsumors	Rotallers	curers	: Consumers	NG CALLUIS
What it is made of	:	* ************************************	**************************************	*	
Fibor content:	•	· •	*		(7.0
Leg	: 396	: 63	: 12	: 91.9	6142
Welt	- 211	36	: 6		35.0
Foot	: 370	: 36	: 6	: 85.8	35.0
How it is made	:		•	:	
Size 1/	: 396	: 77	: 8	: 91.9 :	74.8
Grade	: 380	: 65	: 10	: 88.2 :	63.1
Number of threads	: 380		5		58.3
Twist			: 2	· // // // // // // // // // // // // //	19.4
Gauge			: 4		34.0
Ringless		: 62	: 6		60.2
Full fashioned or circular knit	: 375 :	: 60 :	: 7 :	:	58•3
Special knit constructions	: 311	: 37	5 1	: 72.2 :	35•9
Special finishes		: 23		: 70.1 :	22.3
Weight	: 297	: 24	: 0	: 68.9 :	23.3
What it will do	:	•	• • •	:	
Color permanence:	:	•	:		
To washing	: 395	: 44	: 1	: 91.6 :	42.7
To perspiration	: 349	: 33	: 0	: 81.0 :	32.0
How to care for it	:	•	:	:	
Instructions for washing,	:	•	•		
handling, etc.	: 342	: 60	: 4	: 79.4 :	58.3
Recommended uses	:	*	•	:	
	:	:	:	:	
Suitability (street, sports	:	1	:	:	
or evening wear)	: 219	: 43	: 0	: 50.8	41.7
Sponsor	:	:	:	:	
Name and address	: 277	• • 20	· ·	• 67 7	30.1
Traine and add obb	: 273	:	: 4	63.3	19.4

Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels."

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Table XI - Slips and petticoats: Respondents classified according to preference expressed for each item

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: Consumers : (total, 430)	Item : Manber of respondents		то д	•••	24	itent : 77/ : 25 :	308 : 127 : 64 :	. yd.): 145 : 157 : 95 :		appau .	ent : 357 : 47 : 8 :	135:	118 : 299 : 87 : 29	•	What it will do Breaking strength : 260 : 111 : 31 : 7	slippage at seams : 316 : 61 : 22 : 8		Fillingwise : 333 : 46 : 0 : 1	ance	To perspiration : 355 : 36 : 16 : 1	How to care for it	Special laudering 1257 Fl. 12		10Suode
	s Number of respondents	expressing	=+	: preference	•	o 6	• ••		•• ••	• ••	1	•••	•• ••			23	••		••		•• •		• ••	••
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Retailers (total, 91	esponder	1000	ැත් ට	• ••	••	•• •	•• ••	56 : 4	•• •		0,5	• ••	•• •	• •	и : : :	36	• ••	19 :	• ••	# th	• • •	•• ••	o 	••
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"a" indicates most important items.
"b" less important but desirable items.

"c" undesirable or unnecessary items.
"d" items which must await agreement on standard tests.



Table XIa- Slips and petticoats; Frequency with which each item was designated as of primary importance, stated for the respective classes

Item	markintotal		"a" in :	percentage responden- item "a"	ts marking in total of
		91 Retailers:			91 Rotailers
What it is made of	: :	:	: :	:	
Name of fabric	397	80	5 2	92.3	87.9 56.0
Fiber content	334 208	51 6	1	77 • 7 48 • 4	6.6
Yarns per inch	145	,	0 :	33.7	1.1
Weight (per square yard) Weighting or sizing	354	31	. 0	82.3	34.1
How it is made	: 224) t	Ŭ	02.	
Size 1/	1.13	85	5	96.0	93.4
Cut of garment	357	36	3	83.0	39.6
Thread used	232	7	ĺ	54.0	7.7
Workmanship	2/10	12	3 1 3	57.2	13.2
Type of seams	299	36	2	69.5	39.6
What it will do			•		•
Breaking strength	260	13	1	60.5	14.3
Resistance to yarn slippage				•	:
at soams	316	25	2	73•5	27.5
Shrinkage:	•		:	_	•
Warpwise	358	45	2	83.3	49.5
Fillingwise	333	33	. 1	77.4	36.3
Color permanence:	:		: _	:	• ~ ~
To washing	392	6L,	3	91.2	70.3
To perspiration	355	54	: 2	82.6	59•3
How to care for it	:	*	:	:	:
Special Laundering	•	• 5	•	: 20.7	; 01.7
instructions	353	74	5	82,1	81.3
Sponsor	: 061	: 76	: ,	61.4	17.6
Name and address	264	16	1	: 01.07	: 1/.0

^{1/} Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels".

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Table XII - Women's wash dresses: Respondents classified according to preference expressed for each item

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			Con	Consumers	80		••			Retailers	lers			**	11	Mani	Manufacturers	rers			1
	**		(Tot	(Total, 430	30)		**		-	(Motal.	91)			••		1	/ Total	2			
	: Number of		respondents	lents	••	Number of	**	Number	of re	respondents	dents	••	Number of		Number	of	respondents	dent	#*	Number of	of
Item	: ma	marking	item		res]	respondents:		mar	rking	1 tem	8	:res	:respondents:	03	ma	marking	item	- 0		respondents	nts
	••	••			: exp	:expressing	**	••	0.0		••	exp:	expressing		••	••			. 6	:expressing	ng.
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		**			: pre	preference			**			:pre	: preference	0.0	••	*			ta:	: preference	00
What it is made of	**	• •			4.0		61	*						. 0		•					
Fibers used in fabric and		. 44					• •		• •			٠.		K 0							
percent of each by weight	387	6.	10	-		10			. 4	(7)	0	• •	e	10: 4		0	0			(
Number of yarns per inch	• ••	133 :	200	1 10	• •	2 68	130		- 63	ם ב	3 -		14		# C	3 0	3 5) _F	
Weight	**	158 :	95	9		4	***		133	54	(N)		23	• ••		0	- 6			1 -	
Weighting or sizing	: 354 :	46:	9	53	0.6	23	: 19	••	8	35	-	• • •	16	• • •	-	-	EQ.				
Special finishes	: 342 :	21:	16	-		20	••• ess	68	255 :	22	C/S	••	14	**	2	લ	Н			0	
	**	••			44		ès	••	**			**		••	••	**		••	••		
How it is made		••			10			**	••		60	••		**	**	**		••			
S120: 1/	••	**			••		••	••	••	, ,	**	••		**	••	••			**		7
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Waist	: 375 :	63	co.	0	••	ಷ		**	19:	19	0	••	15	••	. 0	63	4			-	-
Hips	: 383 :	23	cu cu	0	••	18	4	**	16:	19	0	••	14	**	0	ن د	4			٦	
Length	••	233	7	0	**	17	: 36	••	21:	16	10	••	15	**	0	53	4		. 0	-	
Seams	: 265 : 1	109:	35	65	**	19		**	23:	23	-	**	15	••	0		S			Q	
	**	••			••		**	••	**			••		**	••	**		••	••		
What it will do	••	••			••		••	••	**	44				••	••	**		••	**		
Color permanence of fabric	••	**			**		**	••	**	44		••		••	••	**		••	••		
trimming, etc., each:	••	••			••	1	••	••	••			••		**	••	**		••	••		
To sunlight	. 404 :	17:	ຄ	d :	**	വ	. 63	••	14:	₁	0	••	11	••	9		0			-	
To washing	: 406 :	00	-	0	••	12	: 81	••	9	0	0	••	4		. 2		0			0	
To perspiration	••	21:	=======================================		**	19	9 :	••	16:	-	-	••	13	**	4	رن دن	0			-	
Breaking strength		102:	333	9		33	••	••	16:	4	4	.00	03 03	••		٠.	9	0 :		-	7.
Resistance to yarn slippage	: 255	97 :	42	00	••	88	**:		18:	41:	es	••	83	**	1		ເດ			٦	
Shrinkage or stretchage	: 382 :	22	10	53	**	17	. 63	••	77	7	7	**	6	**		0	લ			7	
	••	**			••		••	**	• •			**		••	••	••		**	**		,
How to care for it	••	**			44		••	***		46		••		••	**	••		••			
Washability: special and	**	••			**		••	**	**			••		••	••	**		••	••		
detailed instructions	: 374 :	38	2	0	8.0	7	: 73			-	-	••	O.	••		0	0	0		-1	
7	**	••			••		••	••	**			••			••	••		••	**		
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1/ Apperently many of the respondents interpreted this question to mean "more information on size than now appears on labels".

"b" less important items
"b" less important but desirable items
"c" undesirable or unnecessary items
"d" items which must await agreement on

undesirable or unnecessary items items which must await agreement on standard tests

Table XIIa- Women's wash dresses: Frequency with which each item was designated as of primary importance, stated for the respective classes

Item	markii total		"a"in	:respondents	tage of marking total of -
	: 430 :Consumers	91 Retailers	8 Manu- turers	: 430 : Consumers	91 Retailers
What it is made of	:			:	
Fibers used in fabric and percent of each by weight Number of yarns per inch Weight Weighting or sizing Special finishes	387 215 130 354 342	68 13 0 19 29		90.0 50.0 30.2 82.3 79.5	74.7 14.3 0.0 20.9 31.9
How it is made Size: 1/ Bust Waist Hips Length Seams	l ₄ 13 375 383 379 265	72 38 42 36 23	2 0 0 0 0	96.0 : 87.2 : 89.1 : 88.1 : 61.6	79.1 41.8 46.2 39.6 25.3
What it will do Color permanence of fabric trimming, etc., each: To sunlight To washing To perspiration Breaking strength Resistance to yarn slippage Shrinkage or stretchage How to care for it	: 404 : 406 : 378 : 256	63 81 60 8 8 8	6 7 4 0 1 5	94.0 94.4 87.9 59.5 59.3 89.5	69.2 89.0 65.9 8.8 8.8
Washability; special and detailed instructions	374	73	7	87.0	80.2
Sponsor Name and address	270	19	2	62.8	20.9

Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels."

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